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ABSTRACT OF THE INVENTION

5 An aqueous isotropic liquid cleansing and moisturizing composition is provided having a surfactant; a thickening agent, and organogel particles with a structure comprising a benefit agent and a gellation agent. In a preferred embodiment the inventive cleansing composition includes a free emollient having a weight average emollient particle size in the range about 1 to about 500 microns.